

1 of 5

Rep Firm	(	) PHILADELPHIA
Sales Office	(	) AMY MCCREARY
Salesperson	(	)
Salesperson Phone#		215-568-6540
Salesperson FAX#		215-568-1845

## BERKLEY FOR SENATE -30S WEEK 5 SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	430A-459A	NEWS	:30	\$50.00	10/02-10/05	4	1	4	\$200.00	
		Buyline Comment: NEWS										
	2	M	430A-459A	NEWS	:30	\$50.00	10/08-10/08	1	1	1	\$50.00	
		Buyline Comment: NEWS										
	3	M	5A-6A	NEWS	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
		Buyline Comment: NEWS										
	4	TU-F	5A-6A	NEWS	:30	\$200.00	10/02-10/05	4	1	4	\$800.00	
		Buyline Comment: NEWS										
	5	TU-F	6A-7A	NEWS	:30	\$300.00	10/02-10/05	8	1	8	\$2,400.00	
		Buyline Comment: NEWS										
	6	M	6A-7A	NEWS	:30	\$300.00	10/08-10/08	2	1	2	\$600.00	
		Buyline Comment: NEWS										
	7	M	7A-9A	TODAY	:30	\$400.00	10/08-10/08	3	1	3	\$1,200.00	
		Buyline Comment: TODAY										
	8	TU-F	7A-9A	TODAY	:30	\$400.00	10/02-10/05	12	1	12	\$4,800.00	
		Buyline Comment: TODAY										
	9	TU-F	12P-1230P	NEWS	:30	\$175.00	10/02-10/05	4	1	4	\$700.00	
		Buyline Comment: NEWS										
	10	M	12P-1230P	NEWS	:30	\$175.00	10/08-10/08	1	1	1	\$175.00	
		Buyline Comment: NEWS										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	9A-10A	Buyline Comment: TODAY II	:30	\$175.00	10/08-10/08	1	1	1	\$175.00	
	12	TU-F	9A-10A	Buyline Comment: TODAY II	:30	\$175.00	10/02-10/05	4	1	4	\$700.00	
	13	TU-F	3P-4P	Buyline Comment: PHIL	:30	\$200.00	10/02-10/05	4	1	4	\$800.00	
	14	M	3P-4P	Buyline Comment: PHIL	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
	15	M	430P-5P	Buyline Comment: NEWS	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	16	TU-F	430P-5P	Buyline Comment: NEWS	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	
	17	TU-F	4P-430P	Buyline Comment: NEWS	:30	\$300.00	10/02-10/05	4	1	4	\$1,200.00	
	18	M	4P-430P	Buyline Comment: NEWS	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	19	M	5P-630P	Buyline Comment: NEWS	:30	\$450.00	10/08-10/08	2	1	2	\$900.00	
	20	TU-F	5P-630P	Buyline Comment: NEWS	:30	\$450.00	10/02-10/05	8	1	8	\$3,600.00	
	21	TU-F	730P-8P	Buyline Comment: FACE	:30	\$225.00	10/02-10/05	4	1	4	\$900.00	

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	22	M	730P-8P	FACE	:30	\$225.00	10/08-10/08	1	1	1	\$225.00	
				Buyline Comment: FACE								
	23	SA	730P-8P	VEGAS INC	:30	\$150.00	10/06-10/06	1	1	1	\$150.00	
				Buyline Comment: VEGAS INC								
	24	TU-F	630P-730P	JEP/WH	:30	\$400.00	10/02-10/05	8	1	8	\$3,200.00	
				Buyline Comment: JEP/WH								
	25	M	630P-730P	JEP/WH	:30	\$400.00	10/08-10/08	2	1	2	\$800.00	
				Buyline Comment: JEP/WH								
	26	SA	630P-730P	JEP/WH	:30	\$250.00	10/06-10/06	2	1	2	\$500.00	
				Buyline Comment: JEP/WH								
	27	SU	830P-930P	NEWS IN PRIME AFTER NFL	:30	\$600.00	10/07-10/07	1	1	1	\$600.00	
				Buyline Comment: NEWS IN PRIME AFTER NFL								
	28	F	9P-10P	GRIMM	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
				Buyline Comment: GRIMM								
	29	W	9P-10P	SVU	:30	\$1,700.00	10/03-10/03	1	1	1	\$1,700.00	
				Buyline Comment: SVU								
	30	W	10P-11P	CHICAGO FIRE	:30	\$1,400.00	10/03-10/03	1	1	1	\$1,400.00	
				Buyline Comment: CHICAGO FIRE								
	31	TU-F	1235A-135A	FALLON	:30	\$75.00	10/02-10/05	4	1	4	\$300.00	
				Buyline Comment: FALLON								
	32	M	1235A-135A	FALLON	:30	\$75.00	10/08-10/08	1	1	1	\$75.00	
				Buyline Comment: FALLON								

Rep Order# 6830029 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 103698

Last Received: 06/27/2012 6:57 AM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) BERKLEY FOR SENATE  
Product BERKLEY FOR SENATE  
Estimate# 308  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR,JOHNSON,MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E //305  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	M	1135P-1235A		:30	\$185.00	10/08-10/08	2	1	2	\$370.00	
	Buyline Comment: TON SHOW											
	34	TU-F	1135P-1235A		:30	\$185.00	10/02-10/05	8	1	8	\$1,480.00	
	Buyline Comment: TON SHOW											
	35	TU-F	11P-1135P		:30	\$425.00	10/02-10/05	4	1	4	\$1,700.00	
	Buyline Comment: NEWS											
	36	M	11P-1135P		:30	\$425.00	10/08-10/08	1	1	1	\$425.00	
	Buyline Comment: NEWS											
	37	SA-SU	11P-1135P		:30	\$400.00	10/06-10/07	2	1	2	\$800.00	
	Buyline Comment: NEWS											
	38	SA	7A-9A		:30	\$225.00	10/06-10/06	2	1	2	\$450.00	
	Buyline Comment: SAT TODAY											
	39	SA	6A-7A		:30	\$150.00	10/06-10/06	2	1	2	\$300.00	
	Buyline Comment: NEWS											
	40	SU	7A-8A		:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
	Buyline Comment: SUN TODAY											
	41	SA	1130P-1A		:30	\$550.00	10/06-10/06	1	1	1	\$550.00	
	Buyline Comment: SNL											

---REPORT TOTALS---

Report Totals: 120 / \$37,775.00

Rep Order# 6830029 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

Traffic Order# 103698

Last Received: 06/27/2012 6:57 AM  
Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) BERKLEY FOR SENATE  
Product BERKLEY FOR SENATE  
Estimate# 30S  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR,JOHNSON,MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E //30S  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

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Salesperson FAX# 215-568-1845

---SALES MONTHLY TOTALS---

Oct 12: 120 / \$37,775.00

Sales Totals: 120 / \$37,775.00

Station Totals: 120 / \$37,775.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$188,875	CATV 0%	KBLR 0%	KINC 0%	KLAS 32%	KSNV 20%
		KTNV 21%	KTUD 0%	KVCW 1%	KVMY 1%	KVVU 25%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES BASED ON 4 WEEKS OF BUYS. BOTH KVCW & KVMY RECEIVED  
LESS THAN 1%, BUT I CANNOT REPORT LESS THAN 1%

Books NOV12  
Demos RA35+